



USDA Weekly Retail Chicken Feature Activity

Advertised Prices for Chicken to Consumers at Major Retail Supermarket Outlets during the period of 12/23 thru 12/29.

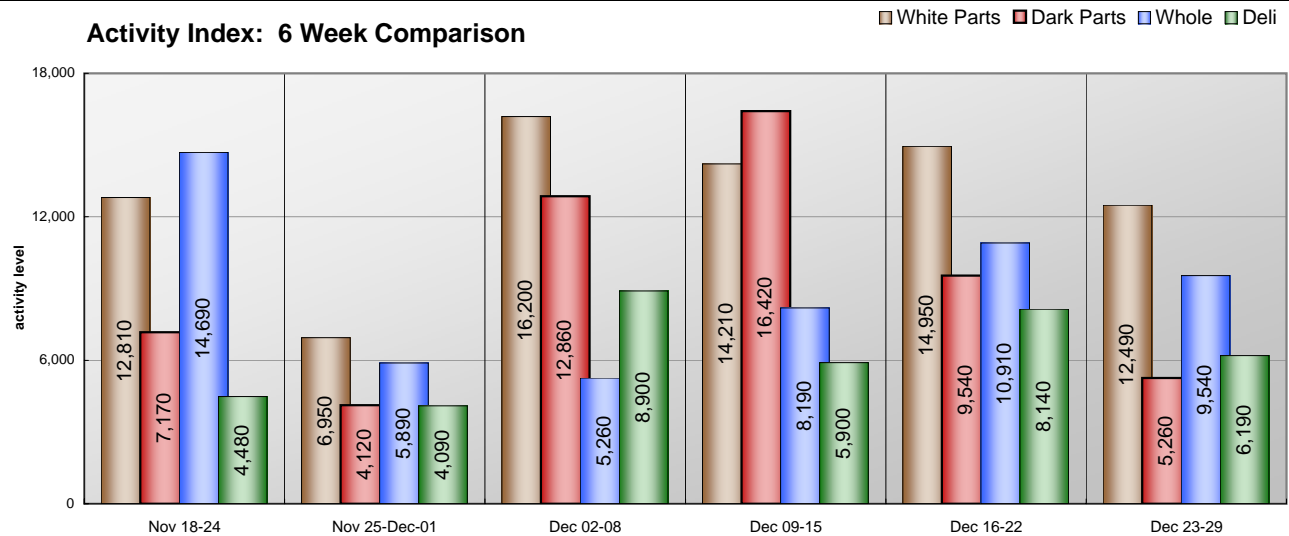
(prices in dollars per pound, fresh tray-pack product unless otherwise noted)

Fri. Dec 23, 2005

NATIONAL SUMMARY

| | THIS WEEK | | LAST WEEK | |
|----------------------------|-------------------------|---------|-------------------------|---------|
| Feature Rate 1/ | 72.7% of 16,700 outlets | | 92.8% of 16,700 outlets | |
| Special Rate 2/ | 6.1% | | 20.6% | |
| Activity Index 3/ | 33,500 | | 43,740 | |
| | Stores | Wtd Avg | Stores | Wtd Avg |
| WHOLE BIRD: | | | | |
| bagged fryer | 2,270 | 0.90 | 2,750 | 0.95 |
| cut-up fryer | 440 | 1.26 | 390 | 1.56 |
| bagged roaster | 5,890 | 1.18 | 7,110 | 1.16 |
| cornish hen | 940 | 1.89 | 660 | 1.96 |
| DELICATESSEN: | | | | |
| Whole Rotisserie: | | | | |
| < 2 lbs. | 3,210 | 5.68 | 5,270 | 5.75 |
| 2.1-3.0 lbs. | 280 | 6.99 | 30 | 6.49 |
| Fried Chicken 8-Pc | 2,700 | 6.45 | 2,840 | 5.96 |
| PARTS: | | | | |
| Bnls/Sknls Breast | | | | |
| regular pack | 3,350 | 3.00 | 4,190 | 3.15 |
| value pack | 3,940 | 2.36 | 3,730 | 2.14 |
| thin sliced | 510 | 3.73 | 1,340 | 4.43 |
| Breast Tenders | | | | |
| regular pack | 2,460 | 3.19 | 1,480 | 3.44 |
| value pack | 1,160 | 2.60 | 1,180 | 2.34 |
| Split, bn-in Breast | | | | |
| regular pack | 390 | 1.20 | 1,190 | 1.69 |
| value pack | 600 | 1.33 | 980 | 0.97 |
| Whole Wings | | | | |
| | 80 | 1.59 | 860 | 1.78 |
| Leg Quarters | | | | |
| | 860 | 0.65 | 1,340 | 0.72 |
| Legs | | | | |
| | 20 | 0.99 | 380 | 1.35 |
| Thighs | | | | |
| regular pack | 410 | 1.20 | 1,330 | 1.22 |
| value pack | 1,720 | 0.98 | 2,370 | 1.03 |
| Drumsticks | | | | |
| regular pack | 410 | 1.20 | 1,110 | 1.30 |
| value pack | 1,520 | 1.05 | 2,360 | 1.05 |
| Bnls/Sknls Thighs | | | | |
| regular pack | 140 | 2.29 | 630 | 2.50 |
| value pack | 180 | 2.22 | 20 | 1.99 |
| Combo Packs (9 pc) | | | | |
| drum-thigh-breast | | | 30 | 1.02 |
| drum-thigh-wing | 20 | 1.49 | 170 | 1.57 |

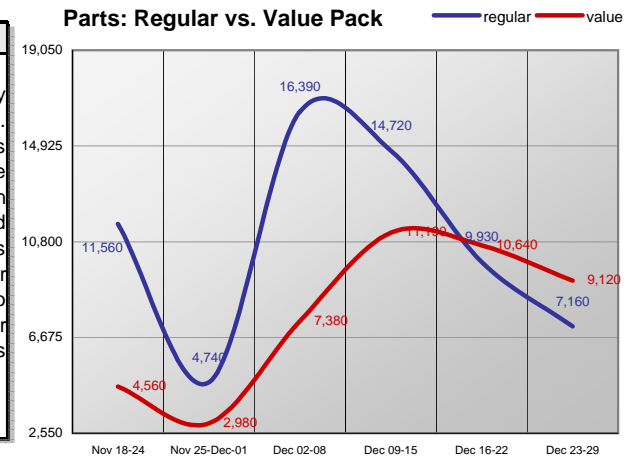
Activity Index: 6 Week Comparison



Chicken Featuring - 12/23 thru 12/29

Featuring of chicken items if much less active than last week with only about two thirds of all sampled outlets featuring chicken of any type. Holiday items continue to be featured prominently lead again by roasters at about steady price levels. Fresh Cornish hens remain in store features but continue to compete for ad space with their frozen counterparts. Deli items continue to be actively featured with fried chicken most commonly promoted at much higher average price levels than last week. Breast cuts are once again actively featured but at lower average prices than last week. Featuring of dark cuts is limited mostly to value packages of thighs and drums at about steady to slightly lower average price levels from last week. Featuring of dark parts is increasing late in the ad cycle for the week before New Year's.

Parts: Regular vs. Value Pack



Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: **FEATURE RATE**: the amount of sampled stores advertising any reported chicken item during the current week, expressed as a percentage of the total sample. 2/: **SPECIAL RATE**: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.). 3/: **ACTIVITY INDEX**: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised chicken item (e.g., a retailer with 100 outlets featuring 3 chicken items has an activity index of 300). 4/: **STORES/AVG**: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets.



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| | NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT) | | | | SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV) | | | | MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) | | | |
|----------------------------|--|------------------------------|--------|---------------|--|------------------------------|--------|---------------|--|------------------------------|--------|---------------|
| Feature Rate 1/ | 90.2% of 3,800 sampled outlets | | | | 67.8% of 5,000 sampled outlets | | | | 85.2% of 2,400 sampled outlets | | | |
| Special Rate 2/ | 8.5% of stores w/ no-price promotions | | | | 2.3% of stores w/ no-price promotions | | | | 10.3% of stores w/ no-price promotions | | | |
| Activity Index 3/ | Activity Index = 13,510 | | | | Activity Index = 6,110 | | | | Activity Index = 5,210 | | | |
| WHOLE BIRD: | Price Range | | Stores | Wtd Avg 4/ | Price Range | | Stores | Wtd Avg 4/ | Price Range | | Stores | Wtd Avg 4/ |
| bagged fryer | 0.59 - 1.39 | | 1,140 | 0.95 | 0.59 - 0.78 | | 280 | 0.75 | 0.57 - 0.99 | | 260 | 0.84 |
| cut-up fryer | 1.19 - 1.49 | | 420 | 1.26 | | | | | 1.29 | | 20 | 1.29 |
| bagged roaster | 0.89 - 1.29 | | 1,870 | 1.18 | 0.98 - 1.29 | | 1,610 | 1.19 | 0.78 - 1.49 | | 1,170 | 1.05 |
| cornish hen | 1.59 - 2.29 | | 670 | 1.88 | 1.69 - 1.99 | | 140 | 1.91 | 1.79 - 2.18 | | 110 | 1.89 |
| DELICATESSEN: | | | | | | | | | | | | |
| Whole Rotisserie: | | | | | | | | | | | | |
| < 2 lbs. | 3.99 - 5.99 | each | 790 | 5.12 | 3.99 - 5.99 | each | 1,510 | 5.80 | 4.49 - 5.99 | each | 90 | 5.42 |
| 2.1-3.0 lbs. | | | | | 6.99 | each | 100 | 6.99 | 6.99 | each | 180 | 6.99 |
| Fried Chicken 8-Pc | 5.99 - 7.99 | each | 1,380 | 6.76 | 4.99 - 6.49 | each | 190 | 6.31 | 4.99 - 7.99 | each | 800 | 6.36 |
| PARTS: | Processor Label price range | Private Label price range | Stores | Wtd Avg | Processor Label price range | Private Label price range | Stores | Wtd Avg | Processor Label price range | Private Label price range | Stores | Wtd Avg |
| Bnls/Sknls Breast | | | | | | | | | | | | |
| regular pack | 2.99 - 3.49 | 2.99 | 860 | 3.02 | 2.99 | 2.99 | 150 | 2.99 | 2.99 - 4.29 | 2.49 - 2.99 | 420 | 3.60 |
| value pack | 1.99 - 2.99 | 1.69 - 2.99 | 1,920 | 2.43 | 1.99 | 2.99 | 190 | 2.49 | 1.99 - 2.99 | 1.79 - 2.99 | 1,030 | 2.10 |
| thin sliced | 3.79 - 3.99 | 3.99 | 420 | 3.89 | | | | | 2.99 | | 90 | 2.99 |
| Breast Tenders | | | | | | | | | | | | |
| regular pack | 3.99 | 1.99 | 390 | 3.83 | 2.99 | | 920 | 2.99 | 2.50 - 4.29 | | 400 | 3.63 |
| value pack | 2.48 - 2.79 | 1.99 | 500 | 2.62 | | | | | | 1.89 - 1.99 | 40 | 1.95 |
| Split, bn-in Breast | | | | | | | | | | | | |
| regular pack | | 1.99 | 10 | 1.99 | 1.00 - 1.29 | | 230 | 1.28 | 1.00 - 1.99 | | 150 | 1.03 |
| value pack | | 0.99 - 1.99 | 580 | 1.35 | | | | | | | | |
| Whole Wings | 1.39 | 0.89 - 1.88 | 70 | 1.69 | | 0.89 | 10 | 0.89 | | | | |
| Leg Quarters | 0.59 - 0.79 | | 290 | 0.72 | 0.49 - 0.79 | 0.68 | 340 | 0.62 | 0.49 - 0.69 | | 230 | 0.61 |
| Legs | | | | | | | | | | | | |
| Thighs | | | | | | | | | | | | |
| regular pack | 1.19 - 1.29 | 1.19 | 320 | 1.25 | | | | | 0.99 | | 90 | 0.99 |
| value pack | 0.79 - 0.99 | 0.99 | 730 | 0.90 | 0.89 - 0.99 | | 220 | 0.94 | 0.99 | | 20 | 0.99 |
| Drumsticks | | | | | | | | | | | | |
| regular pack | 1.19 - 1.29 | 1.19 | 320 | 1.25 | | | | | 0.99 | | 90 | 0.99 |
| value pack | 0.89 - 1.39 | 0.99 | 530 | 1.02 | 0.89 - 1.19 | | 220 | 1.03 | 0.99 | | 20 | 0.99 |
| Bnls/Sknls Thighs | | | | | | | | | | | | |
| regular pack | | 2.29 | 140 | 2.29 | | | | | | | | |
| value pack | 1.99 | 2.29 | 160 | 2.25 | | | | | | | | |
| Combo Packs (9 pc) | | | | | | | | | | | | |
| drum-thigh-breast | | | | | | | | | | | | |
| drum-thigh-wing | | | | | | | | | | | | |

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>

2 of 3



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Fri. Dec 23, 2005

| | SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT) | | | | SOUTHWEST U.S. (CA,NV) | | | | NORTHWEST U.S. (ID,MT,OR,WA,WY) | | | |
|----------------------------|---|------------------------------|--------|---------------|--|------------------------------|--------|---------------|--|------------------------------|--------|---------------|
| Feature Rate 1/ | 64.3% of 2,600 sampled outlets | | | | 46.0% of 2,000 sampled outlets | | | | 75.6% of 900 sampled outlets | | | |
| Special Rate 2/ | 7.0% of stores w/ no-price promotions | | | | 8.0% of stores w/ no-price promotions | | | | 0.0% of stores w/ no-price promotions | | | |
| Activity Index 3/ | Activity Index = 5,180 | | | | Activity Index = 1,940 | | | | Activity Index = 1,550 | | | |
| WHOLE BIRD: | Price Range | | Stores | Wtd Avg 4/ | Price Range | | Stores | Wtd Avg 4/ | Price Range | | Stores | Wtd Avg 4/ |
| bagged fryer | 0.79 - 1.00 | | 440 | 0.98 | 0.57 - 0.88 | | 140 | 0.58 | 0.88 | | 10 | 0.88 |
| cut-up fryer | | | | | | | | | | | | |
| bagged roaster | 0.89 - 1.49 | | 690 | 1.19 | 1.29 - 1.39 | | 500 | 1.39 | 0.99 - 1.29 | | 50 | 1.20 |
| cornish hen | | | | | 1.99 | | 20 | 1.99 | | | | |
| DELICATESSEN: | | | | | | | | | | | | |
| Whole Rotisserie: | | | | | | | | | | | | |
| < 2 lbs. | 4.99 each | | 120 | 4.99 | 4.99 - 6.99 each | | 400 | 6.59 | 5.49 - 5.99 each | | 300 | 5.63 |
| 2.1-3.0 lbs. | | | | | | | | | | | | |
| Fried Chicken 8-Pc | 4.99 - 6.49 each | | 330 | 5.43 | | | | | | | | |
| PARTS: | Processor Label price range | Private Label price range | Stores | Wtd Avg | Processor Label price range | Private Label price range | Stores | Wtd Avg | Processor Label price range | Private Label price range | Stores | Wtd Avg |
| Bnls/Sknls Breast | | | | | | | | | | | | |
| regular pack | 2.50 - 2.99 | 1.99 - 2.99 | 1,120 | 2.83 | 2.99 | 1.99 - 2.99 | 600 | 2.86 | 2.99 | 2.99 | 200 | 2.99 |
| value pack | 1.99 | 1.99 - 2.99 | 510 | 2.77 | | 1.99 | 40 | 1.99 | 1.99 | 1.99 | 250 | 1.99 |
| thin sliced | | | | | | | | | | | | |
| Breast Tenders | | | | | | | | | | | | |
| regular pack | 2.25 - 2.99 | 2.99 | 690 | 2.84 | 2.99 | | 40 | 2.99 | 2.99 | | 20 | 2.99 |
| value pack | | 2.99 | 400 | 2.99 | | | | | | 1.99 | 220 | 1.99 |
| Split, bn-in Breast | | | | | | | | | | | | |
| regular pack | | | | | | | | | | | | |
| value pack | 0.97 | | 20 | 0.97 | | | | | | | | |
| Whole Wings | | | | | | | | | | | | |
| Leg Quarters | | | | | | | | | 0.99 | | 20 | 0.99 |
| Legs | | | | | | | | | | | | |
| Thighs | | | | | | | | | | | | |
| regular pack | | | | | | | | | | | | |
| value pack | 0.99 - 1.15 | | 410 | 1.15 | 0.99 | 0.79 | 100 | 0.95 | 0.99 | 0.99 | 240 | 0.99 |
| Drumsticks | | | | | | | | | | | | |
| regular pack | | | | | | | | | | | | |
| value pack | 0.99 - 1.15 | | 410 | 1.15 | 0.99 | 0.79 | 100 | 0.95 | 0.99 | 0.99 | 240 | 0.99 |
| Bnls/Sknls Thighs | | | | | | | | | | | | |
| regular pack | | | | | | | | | | | | |
| value pack | 1.99 | | 20 | 1.99 | | | | | | | | |
| Combo Packs (9 pc) | | | | | | | | | | | | |
| drum-thigh-breast | | | | | | | | | | | | |
| drum-thigh-wing | 1.49 | | 20 | 1.49 | | | | | | | | |

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>

3 of 3